What to write: #1 Google autocomplete

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Using Google autocomplete to get ideas

- You can get inspiration by searching on Google for different keywords related to what you do and see what the autocomplete feature shows you

- **How to search:**
- Write some keywords for what your company or product does (ex.: photo editing, music app, etc.)
- Add the word “for” - autocomplete will shows you who might need whatever you do
- If you have an app:
  - add “built with” or “that” - autocomplete will show you features or requirements people are looking for
  - add “that don’t” to see problems or issues customers want to avoid or fix
- If you add an extra space in the middle of a sentence, the autocomplete feature will try to insert a word right there and not at the end

- **Google autocomplete helps you figure out what people usually search for and what they want to read about**
- Check the results of these Google searches as well to see what's already out there